

HealthSource RI
Rhode Island Health Benefits Exchange Advisory Board
Department of Administration, Conference Room A
One Capitol Hill, Providence
1:00 pm – 3:00 pm
July 16, 2013
Meeting Minutes

Attendees: Geoff Grove, Vice-Chair, Christy Ferguson, Exchange Director, Mike Gerhardt, Peter Howland, Linda Katz, Director Richard Licht, Amy Zimmerman

Excused: Meg Curran, Chair, Secretary Steven Costantino, and Patrick Quinn

I. Call to Order

Mr. Grove, Vice-Chair called the meeting to order.

II. Approve Minutes from June 18, 2013 Exchange Advisory Board Meeting

The chair moved to approve the minutes from the June 18, 2013 Exchange Advisory Board Meeting. The minutes were approved.

III. Follow-up items from previous Board Meeting

a. Announcement to Board of New Name “HealthSource RI”

Director Ferguson announced that the Health Benefits Exchange is now officially named “HealthSource RI.” Director Ferguson expressed her gratitude to all staff involved in creating HealthSource RI and thanked the Board for all of their support in this effort.

b. RItE Care Parents

Board Member Linda Katz introduced the topic of the rollback of RItE Care eligibility for parents to 138% of the Federal Poverty Level. She questioned whether they would be able to afford the coverage that will now be available to them through HealthSource RI (the Exchange). She noted the importance of keeping track of the approximately 6,500 parents currently covered who will lose RItE Care coverage. Director Christy Ferguson noted that HealthSource RI, working with EOHHS, has to develop a program to address cost sharing and that they are exploring potential solutions. Director Ferguson also noted that monitoring is an absolute necessity.

One Board Member noted that the discussion of the rates and benefits of Qualified Health Plans (those to be sold through HealthSource RI) was deferred at the last Board Meeting. Director Ferguson explained that when the website is up in August,

plan rates will be shown by age and cost sharing. Per Board members' request, a follow-up Board Meeting to discuss these rates was scheduled for August 6th, 2013 from 1 -3pm; Department of Administration, conference room C.

Amy Black, HealthSource RI staff noted there is also a regularly scheduled meeting for August 20.

Director Ferguson asked that Board Members inform Ms. Black of any vacation time so that additional meetings can be planned accordingly.

IV. Consumer Support update, Meg Ivatts, Consumer Support Lead

a. Contact Center overview

Meg Ivatts announced that there would be a public briefing to discuss the Contact Center in more detail and gather input into training. The briefing was scheduled for July 23, 5 – 6:30pm, 200 Dyer Street, Providence.

Meg Ivatts introduced Ms. Robin Sullivan, Implementation Director for Connexions, to present an overview of the HealthSource RI Contact Center. Her presentation is available:

http://www.gov.ri.gov/healthcare/interest/documents/HSRI%20Board%20Meeting_071613_FINAL.pdf

Following her presentation, Board members asked a series of questions related to the scope and services of the Contact Center. Key points included the confirmation that there will be multi-lingual staff on site and languages spoken will include English, Portuguese and Spanish. There will also be access to a separate 24/7 language line. Ms. Sullivan assured the Board that the Contact Center is HIPPA compliant and employees are trained regularly on HIPPA requirements.

Upon being asked the average wage of customer service representatives, Ms. Sullivan noted that she will follow-up with Board members with that information.

Ms. Black noted that she will forward any additional questions to Ms. Sullivan.

V. Communications and Schedule for Next 30 Days: Ian Lang, Director of Marketing and Communications

Ian Lang, Director of Marketing and Communications for Health Source RI, provided an overview of upcoming marketing and outreach activities. The presentation is available at:

http://www.gov.ri.gov/healthcare/interest/documents/BOARD_CommsPlanJulyAug_FIN_AL.pdf

Presentation Highlights:

39 in 3 campaign

Mr. Lang announced the “39 in 3” campaign to visit 39 cities in Rhode Island in 3 months. The campaign is designed to share information about HealthSource RI with the community.

When asked if the events were geared toward community-based organizations of a particular size, Mr. Lang noted that the purpose of the events is to reach all the cities and towns and to reach as many potential consumers as possible. Many of the events, however, will be small scale. Also, Director Ferguson noted that if any Board Members have organizations they would like to suggest, please notify Ms. Black.

HealthSource RI Kickoff

Mr. Lang announced the HealthSource RI kickoff, July 15, 2013. Mr. Lang informed the Board that HealthSource RI staff will be attending these “39 in 3” events to take notes and track key questions and concerns.

HealthSource RI Interim Website

Mr. Lang discussed the interim HealthSource RI website online www.HealthSourceRI.com. A Board member noted that the current web page for the Health Benefits Exchange on the Governor’s website (<http://www.governor.ri.gov/>) does not redirect to the new website. Mr. Lang noted that the website is currently an event calendar as HealthSource RI is in a transitional period. Per the Board members’ recommendation, staff will add a link on the current website to direct people to the new interim website for event information. The permanent site will go live the end of July.

HealthSource Marketing and Branding

Mr. Lang introduced NAIL Communications as the marketing vendor for HealthSource RI. Following a lively discussion, the Board and Director agreed that HealthSource RI should have a unified message that discusses affordability of all insurance options.

In response to questions from Board members, Ms. Black noted that the branding guidelines for use of the new logo would be completed soon. The logo in usable formats as well as business cards will be available for Board members very soon.

VI. Public Comment and Adjournment

The Vice- Chair asked for public comment, hearing none the meeting was adjourned.